

EC'd Yes Last Received: 08/03/2012 10:20 AM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency () GMMB	Rep Firm
Advertiser () OBAMA FOR AMERICA	3050 K ST NW	Sales Office () PHILADELPHIA
Product BARACK OBAMA	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate# 1549	Agency C/P1/P2/E 95/101/1549	
Buyer Dan Nagelberg	Flight Dates 08/04/2012 - 08/17/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 28,500
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	7A-10A	2012 OLYMPICS TODAY SHOW	:30	\$1,000.00	08/06-08/10	10	1	10	\$10,000.00	
	2	SA-SU	8P-12A	2012 SUMMER OLYMPICS	:30	\$3,500.00	08/04-08/05	1	1	1	\$3,500.00	
	3	SA-SU	12A-1230A	2012 OLYMPICS LATE NEWS	:30	\$1,000.00	08/04-08/05	2	1	2	\$2,000.00	
	4	M-SA	8P-12A	2012 SUMMER OLYMPICS	:30	\$3,500.00	08/06-08/11	2	1	2	\$7,000.00	
	5	M-SU	12A-1230A	2012 OLYMPICS LATE NEWS	:30	\$1,000.00	08/06-08/12	6	1	6	\$6,000.00	

---REPORT TOTALS---

Report Totals: 21 / \$28,500.00

---SALES MONTHLY TOTALS---

Aug 12: 21 / \$28,500.00
Sales Totals: 21 / \$28,500.00
Station Totals: 21 / \$28,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---

Market Totals	\$101,786	CATV 0%	WAVY 28%	WGNT 3%	WPXV 0%	WTKR 33%
		WTVZ 5%	WVBT 13%	WVEC 18%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE